

I believe that the FCC should support localism in broadcasting. Broadcast radio is not suited to becoming a global economy. Different markets have different needs and in order to best serve the needs of the local demographic, and help in making the local economy as robust as possible, I feel that broadcasters should be in close contact with the local element. When broadcasters go with a national format, we are stifling the individualism that our country was founded on. Radio is still a strong tool and can have a strong impact on the local economy by giving local businesses/advertisers a venue that is suitable for the audience they are trying to reach, in turn giving those businesses a fighting chance in this adverse "big box" world, those businesses in turn provide local jobs and everybody benefits.

In the same vein of giving the little guy a fighting chance and increasing individualism, I am against the "pay for play" practices used by many broadcasters. This country has a long history of fostering independence and by supporting this questionable practice we are constantly having the latest "flavor of the month," what record company's consider their most sellable item forced down our throats. Again, this is not a good representation of the entire available demographic. If our society is a democracy, then people should have the option of promoting and choosing what is most appealing to them, we are not sheep or lemmings who need to have these decisions made for us.

The FCC should be commended for inviting public comment on this issue, I strongly hope that the comments of individuals will be considered and given as much weight as those of broadcasters and others in the industry and that the time and effort I have put into making my views known has not been wasted.